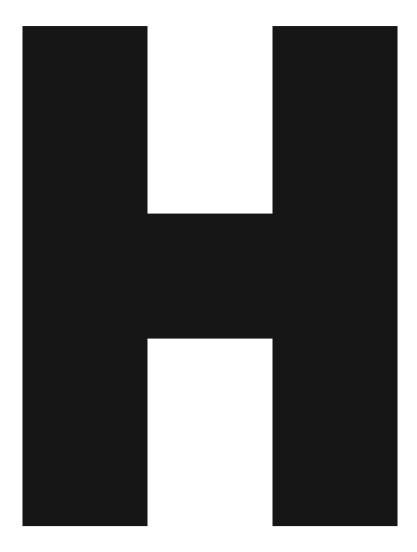# HUGE

General Services Administration.

Advertising & Integrated Marketing Solutions (AIMS)

Federal Supply Schedule Price List

FSC Group: 541
Contract Numer: GS-07F-046CA
Contract Period: 12/12/14 - 12/11/19
Business Size: Large

Huge, LLC

www.hugeinc.com

Huge | Brooklyn
45 Main St, Ste 220
Brooklyn, NY 11201-1019

Huge | DC
875 N Street, NW, Ste 205
Washington, DC 20001

Contract Administrator
Patrick Burke
pburke@hugeinc.com
718-880-3773

Other U.S. Offices:
Atlanta, Los Angeles,
Portland,
San Francisco

Business Contact
Adam Slagowski
aslagowski@hugeinc.com
202-350-4601

Contract Information:

1A.   **TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

SIN	DESCRIPTION
541-1	Advertising Services
541-2	Public Relations Services
541-3	Web Based Marketing Services
541-4A	Market Research And Analysis
541-4B	Video/Film Production
541-4C	Exhibit Design And Implentation Services
541-5	Integrated Marketing Services
541-1000	Other Direct Costs

1B.   **LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:** Please refer to pricing on the following pages.

1C.   **HOURLY RATES:** (Services Only) Please refer to pricing on the following pages.

2.   **MAXIMUM ORDER*:** $1,000,000.00 per order

3.   **MINIMUM ORDER:** $100.00

4.   **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities

5.   **POINT(S) OF PRODUCTION:** N/A

6.   **DISCOUNT FROM LIST PRICES:** Prices listed are GSA Net, Discount Deducted.

7.   **QUANTITY DISCOUNT(S):** None

8.   **PROMPT PAYMENT TERMS:** Net 30 Days. Information for ordering offices: prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9A.   **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**

9B.   **Government Purchase Cards are accepted above the micro-purchase threshold. Contact contractor for limit.** Yes

10.   **FOREIGN ITEMS:** None

11A.   **TIME OF DELIVERY:** To be determined at time of task order.

11B.   **EXPEDITED DELIVERY:** Contact contractor's representative.

11C.   **OVERNIGHT AND 2-DAY DELIVERY:** If available, contact the contractor for rates.

11D.   **URGENT REQUIRMENTS:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12.   **FOB POINT:** Destination

13A.   **ORDERING ADDRESS:**

Huge, LLC
45 Main St, Ste 220
Brooklyn, NY 11201-1019

13B.   **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3

14.   **PAYMENT ADDRESS:**

Huge, LLC
45 Main St, Ste 220
Brooklyn, NY 11201-1019

15.   **WARRANTY PROVISION:** Standard Commercial Warranty.

16.   **EXPORT PACKING CHARGES:** None

17.   **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** N/A

18.   **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A

19.   **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A

20.   **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A

20A.   **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A

21.   **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A

22.   **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A

23.   **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A

24A.   **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A

24B.   **SECTION 508 COMPLIANCE FOR EIT:** As applicable

25.   **DUNS NUMBER:** 840858554

26.   **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an active registration in the SAM database.

About Huge.

Huge is a full-service digital agency that provides business strategy, design, marketing and technology services to some of the world's largest businesses and best-known brands. We strive to successfully harmonize user needs and business goals to create industry-changing digital experiences that transform brands, grow businesses and improve people's lives.

Huge has been designing digital products and experiences for nearly 15 years. Our work is used by 400 million people a month and generates over $16 billion in online revenue per year for our clients. Since our founding we've partnered with clients in virtually every industry, including almost 40 Fortune 500 companies. We are known for our deeply collaborative approach to working with client partners and have developed a methodology and culture that combines research, strategy, design, marketing and technology to grow client organizations.

Huge is one of the industry's leading digital agencies, recognized by Advertising Age as an A-List agency for four of the last five years. Forrester Research recently named Huge one of the Top 10 Most Innovative Agencies. We've also been named one of the industry's most innovative companies by Mashable and Digiday, as well as 2014 Agency of the year by both iMedia and MediaPost. Our work has received some of the industry's most prestigious awards, including multiples Cannes Lions, Webby Awards, OMMA Awards and One Show Awards.

Huge has over 1,000 employees across ten offices throughout North America, Europe, Asia and Latin America. The agency is headquartered in Brooklyn, NY.

Capabilities & core competencies

At Huge, we've developed a focused set of capabilities and core competencies around one goal: transforming brands and building digitally driven businesses.

Our clients are companies and brands that make digital a significant part of their mar-keting, revenue generation and brand-building mix. Digital excellence isn't just about beautiful work that wins awards. It's about a focused balance of visual design, interaction design, research, strategy and technology that combine to produce results for our clients. The following represent Huge's capabilities and core competencies:

Business Strategy: We help businesses take advantage of evolving technology, business model innovations and changes in user behavior to get new products and services to market faster.

Services include: market opportunity analysis; business and product innovation; organization planning and development; forecasting and

investment planning; asset and service monetization; partnership strategy; and vendor selection and management.

Customer Relationship Management: Our platforms, products and campaigns deliver the most impactful messages when and where they are most relevant. We help clients provide customer service at the point of need and deepen consumers' emotional and financial bonds with brands.

Services include: digital ecosystem architecture and design; audience segmentation; personalization; and loyalty initiatives.

Creative & Design: Businesses need to fulfill brand promises by delighting users with simple and elegantly functional campaigns and products. Our deeply collaborative creative team designs beautiful digital experiences that bring value to users' lives.

Services include: integrated campaigns; copywriting; editorial services; live-action production; motion graphics and animation; art production and photography; and design production.

Technology & Engineering: Engineers, strategists and quality assurance professionals turn ideas and designs into functional, reliable products and services. Our cross-disciplinary teams are highly collaborative, pushing the boundaries of what brands can enable for their users.

Services include: mobile and multi-platform apps; ecommerce; digital in-store; web applications; content management systems; emerging platforms; and gesture recognition technology.

User Research: Everything we do depends on a deep understanding of the user, so we start by finding out what users want and need. We combine new tools with traditional research expertise to guide our strategy, design and technology decisions.

Services include: in-person observational research; online community research; mobile qualitative and surveys; usability testing; and market segmentation.

User Experience & Product Design: As the industry's first user-centric design agency, we have always been guided by a relentless focus on user needs. We enable new user behaviors with relevant, useful and engaging design that drives growth for businesses and impacts people's lives.

Services include: omnichannel and cross-platform design; digital in-store and environmental design; product creation and industrial design; and responsive, app and mobile design.

Content Strategy: By helping clients evolve into effective brand publishers, Huge transforms and supports marketing operations, technological infrastructure and information management practices for businesses.

Services include: brand publishing and editorial strategy; information strategy; publishing management; and content development.

Brand & Marketing Strategy: Huge combines brand planning with classic account planning, digital strategy and market, data and user research to find a brand's true capability, which we translate into products, services and campaigns that users love.

Services include: integrated marketing strategy; brand strategy development; digital brand strategy application and translation.

Media Design: Huge has created the first user-centric approach to media and planning. We call it media design, and it governs how and when to apply brands' messages to catalyze the best user responses among a brand's target audiences.

Services include: market analysis and competitive insight; consumer behavior and touchpoint planning; idea architecture and cross-media communications ecosystems; vendor management, partnerships and implementation.

Social & Earned Media: To engage users effectively, brands need to participate authentically in the conversations that matter to them most. We help brands use owned, earned and paid media to captivate people, transform brands and create powerful user bases.

Services include: social media and PR strategies; community management; blogger and influencer engagement; media relations; crisis response; and measurement and analytics.

Data Science & Analytics: By creating data systems that help businesses understand and predict patterns of consumer behavior, we enable organizations to reach users more effectively with personalized and targeted content across the digital ecosystem.

Services include: consumer data analytics; analytics strategy and implementation; marketing, social and CRM analytics; data visualization; data strategy; and statistical modeling.

What's the unifying theme behind all these practices? Simplicity.

We believe the best digital is composed of simple experiences that drive sustained engagement. The approaches have a focused goal and a focused experience and are designed to change consumer attitudes and motivate behaviors in ways that advance brand goals. Simplicity will promote audience engagement with the experiences, creating positive interactions that consumers will want to share with their friends.

The result: effective digital marketing.

Labor Categories & Rates.

Labor Category	12/12/14 - 12/11/15	12/12/15 - 12/11/16	12/12/16 - 12/11/17	12/12/17 - 12/11/18	12/12/18 - 12/11/19
Analytics Lead	$206.55	$210.68	$214.89	$219.19	$223.58
Analytics Manager	$144.58	$147.48	$150.43	$153.43	$156.50
Art Director	$206.55	$210.68	$214.89	$219.19	$223.58
Associate Creative Director	$247.86	$252.82	$257.87	$263.03	$268.29
Associate Project Manager	$123.93	$126.41	$128.94	$131.51	$134.15
Business Analyst	$144.58	$147.48	$150.43	$153.43	$156.50
Content Strategist	$165.24	$168.54	$171.91	$175.35	$178.86
Content Strategy Director	$247.86	$252.82	$257.87	$263.03	$268.29
Content Strategy Lead	$206.55	$210.68	$214.89	$219.19	$223.58
Copywriter	$123.93	$126.41	$128.94	$131.51	$134.15
Creative Director	$289.17	$294.95	$300.85	$306.87	$313.01
Editorial Strategist	$165.24	$168.54	$171.91	$175.35	$178.86
Engagement Director	$247.86	$252.82	$257.87	$263.03	$268.29
Executive Creative Director	$330.48	$337.09	$343.83	$350.71	$357.72
Flash Developer	$165.24	$168.54	$171.91	$175.35	$178.86
Interaction Designer	$144.58	$147.48	$150.43	$153.43	$156.50
Motion Designer	$144.58	$147.48	$150.43	$153.43	$156.50
Planner	$144.58	$147.48	$150.43	$153.43	$156.50
Planning Director	$247.86	$252.82	$257.87	$263.03	$268.29
Product Strategist	$165.24	$168.54	$171.91	$175.35	$178.86
Product Strategy Director	$247.86	$252.82	$257.87	$263.03	$268.29
Product Strategy Lead	$206.55	$210.68	$214.89	$219.19	$223.58
Production Designer	$103.27	$105.34	$107.45	$109.60	$111.79
Program Director	$227.20	$231.75	$236.38	$241.11	$245.93
Project Manager	$165.24	$168.54	$171.91	$175.35	$178.86
Quality Assurance Analyst	$103.27	$105.34	$107.45	$109.60	$111.79
Quality Assurance Lead	$144.58	$147.48	$150.43	$153.43	$156.50
Research Analyst	$123.93	$126.41	$128.94	$131.51	$134.15
Research Director	$247.86	$252.82	$257.87	$263.03	$268.29
Research Lead	$206.55	$210.68	$214.89	$219.19	$223.58
Research Manager	$165.24	$168.54	$171.91	$175.35	$178.86
Search Manager	$144.58	$147.48	$150.43	$153.43	$156.50
Search Marketing Director	$247.86	$252.82	$257.87	$263.03	$268.29
Search Strategist	$206.55	$210.68	$214.89	$219.19	$223.58
Senior Business Analyst	$165.24	$168.54	$171.91	$175.35	$178.86
Senior Copywriter	$165.24	$168.54	$171.91	$175.35	$178.86
Senior Interaction Designer	$165.24	$168.54	$171.91	$175.35	$178.86

Labor Category	12/12/14 - 12/11/15	12/12/15 - 12/11/16	12/12/16 - 12/11/17	12/12/17 - 12/11/18	12/12/18 - 12/11/19
Senior Motion Designer	$165.24	$168.54	$171.91	$175.35	$178.86
Senior Planner	$165.24	$168.54	$171.91	$175.35	$178.86
Senior Project Manager	$206.55	$210.68	$214.89	$219.19	$223.58
Senior Software Developer	$206.55	$210.68	$214.89	$219.19	$223.58
Senior Solutions Architect	$206.55	$210.68	$214.89	$219.19	$223.58
Senior Visual Designer	$165.24	$168.54	$171.91	$175.35	$178.86
Senior Web Developer	$165.24	$168.54	$171.91	$175.35	$178.86
Social Media Lead	$206.55	$210.68	$214.89	$219.19	$223.58
Social Media Strategist	$165.24	$168.54	$171.91	$175.35	$178.86
Software Developer	$165.24	$168.54	$171.91	$175.35	$178.86
Solutions Architect	$165.24	$168.54	$171.91	$175.35	$178.86
Technology Director	$247.86	$252.82	$257.87	$263.03	$268.29
User Experience Director	$268.51	$273.88	$279.36	$284.95	$290.65
User Experience Lead	$206.55	$210.68	$214.89	$219.19	$223.58
Vice President, Technology Services	$289.17	$294.95	$300.85	$306.87	$313.01
Visual Designer	$144.58	$147.48	$150.43	$153.43	$156.50
VP, Client Services	$289.17	$294.95	$300.85	$306.87	$313.01
VP, Program Management	$289.17	$294.95	$300.85	$306.87	$313.01
VP, User Experience	$289.17	$294.95	$300.85	$306.87	$313.01
Web Developer	$144.58	$147.48	$150.43	$153.43	$156.50

Labor Category Descriptions.

Analytics Lead

Description: Responsible for analytics across several key accounts; discovering through data how users behave and interact with clients' digital initiatives. Provides holistic data analysis and actionable insight to identify strategies for directing client engagement.

Minimum Education and Years of Experience: Bachelor's degree required with a strong academic record from a top-tier school. 2-5 years of work experience in analytics, management consulting, marketing and/or finance.

Analytics Manager

Description: Provides holistic data analysis and actionable insight to identify strategies for directing client engagement.

Minimum Education and Years of Experience: Bachelor's degree required with a strong academic record from a top-tier school. 2-5 years of work experience in analytics, management consulting, marketing and/or finance.

Art Director

Description: Reports to the Creative Director and works alongside the Client Services, User Experience and Technology teams. Responsible for developing creative concepts and approaches with the project team, and original design concepts; overseeing the project design from planning through execution; presenting work to executive-level client stakeholders; and representing Huge's visual design process and integrity at all stages of an engagement.

Minimum Education and Years of Experience: Bachelor's degree or equivalent experience. 2 years of experience at top digital agency in an art director role or similar. 5+ years of interactive experience.

Associate Creative Director

Description: Develops and delivers thought leadership and creative solutions that strengthen clients' market distinction and leadership position. Articulates and defends conceptual and directional choices. Conceives of and creates experience-oriented design solutions that fulfill strategic business objectives.

Minimum Education and Years of Experience: Bachelor's degree or equivalent experience. 6-8+ years' experience in a creative leadership role (at least 3+ years in digital agency environment).

Associate Project Manager

Description: Assists Project Managers in developing and managing the project plan, and working with discipline leads and project teams to execute on plans. Monitors the day-to-day activities of the project team and ensures work is progressing as planned. Manages schedules, budgets, assets and overall

project organization to ensure requirements and project-deliverable dates are clearly communicated, understood and executed upon. Monitors project risks and scope creep to foresee/identify potential problems, and proactively identifies solutions to address them in advance.

Minimum Education and Years of Experience: Bachelor's degree and 1-3 years of experience in an interactive project management. Experience with the design and development of websites, and an understanding of web technologies and third-party applications and platforms.

Business Analyst

Description: Works closely with the various Huge teams on web design and/or application projects from inception to completion. Interprets, documents and tracks the business needs and requirements throughout the project lifecycle by facilitating and participating in internal work sessions and stakeholder interviews, analyzing requirements, and creating functional specifications, user scenarios and process-flow diagrams.

Minimum Education and Years of Experience: Bachelor's degree or equivalent experience. 4+ years of industry experience with at least 2+ years in a client-focused business analysis role. The ability to design standards for business/technical analysis with regard to customer approaches, software development methodology and lifecycle.

Content Strategist

Description: Collaborates with interaction designers, product strategists, developers and visual designers to create innovative content solutions. Helps clients interpret research findings and analytics to inform content decisions. Audits and analyzes content in order to make informed strategic recommendations. Creates workflows and oversees development of all content to be included in a new product. Develops site nomenclature and makes recommendations for messaging; creates style guides.

Minimum Education and Years of Experience: Bachelor's degree or equivalent experience. 2+ years' working with large-scale websites. Experience working as a content strategist or related role.

Content Strategy Director

Description: Architects the full lifecycle content management offering, creating a framework that defines all CS methodology and deliverables. Partners with the Huge Client Services team to create project scopes, schedules and roadmaps. Evangelizes and sells content strategy to clients, to Huge and to the larger digital community. Identifies and defines content strategy opportunities throughout the design process. Manages Content Strategists and Search Analysts across multiple offices.

Minimum Education and Years of Experience: Bachelor's degree or equivalent experience. 10+ years' working experience in content strategy, preferably in an agency or consulting environment. Experience creating content strategy best practices, principles and methodology.

Content Strategy Lead

Description: Responsible for delivery of all content strategy deliverables on multiple projects. Partners with the Huge Client Services team to create project scopes, schedules and roadmaps. Evangelizes and sells content strategy to clients. Manages Content Strategists and Search Analysts across multiple offices.

Minimum Education and Years of Experience: Bachelor's degree or equivalent experience. 8+ years' working experience leading content strategy development, preferably in an agency or consulting environment. Experience working on large-scale redesigns or in e-commerce. Expert understanding of content delivery, management and retrieval systems.

Copywriter

Description: Partners with Huge Designers and Strategists to develop content strategies and write copy across a wide variety of media and project types. Collaborates on original online campaigns and adds required voice to complex, large-scale websites.

Minimum Education and Years of Experience: Bachelor's degree or equivalent experience. 2+ years experience at a traditional or digital agency working on integrated and/or strictly digital campaigns.

Creative Director

Description: Develops original creative design concepts and approaches, overseeing multiple projects from initiation through execution and managing a team of designers. Contributes to the development of digital and marketing strategies, drives the collaborative efforts of the project's Creative, User Experience and Technology teams, and inspires teammates at all levels to exceed expectations. Manages the client relationship for all things related to creative.

Minimum Education and Years of Experience: Bachelor's degree. 6-8+ years' experience in a creative leadership role (at least 3+ years in a digital agency environment).

Editorial Strategist

Description: Builds content strategy capabilities for clients. Develops innovative content, ideas and elements for engaging digital brand experiences that drive users to related content and increase SEO. Translates metrics insights into actionable strategies for content and messaging. Influences user behavior through careful curation of content to generate sustainable relationships, content as a product and revenue.

Minimum Education and Years of Experience: Bachelor's degree in marketing, advertising, communications or a related degree or equivalent professional experience. An understanding of print, broadcast, social media and web platforms; familiarity with web content management systems is required. 3+ years' experience in editorial planning; 1+ years' experience on an online platform.

Engagement Director

Description: Provides both strategic and tactical leadership across multimillion dollar engagements, while keeping on top of day-to-day project activities—focusing on meeting deliverable requirements, as well as ensuring the overall quality of deliverables and customer satisfaction. Identifies clients' business needs and works with both client and Huge cross-disciplinary teams to understand, define and build effective and innovative solutions that generate measurable results. Develops overall engagement strategy and communicates with discipline leads and project teams to execute on plans, involving people at optimal levels to maximize utilization targets.

Minimum Education and Years of Experience: Bachelor's degree. MBA preferred. 8-10 years' related experience in a client services organization, preferably on projects with top-tier consulting firms or interactive agencies (including web, mobile, video, brand and strategic consulting projects). 3+ years of interactive experience.

Executive Creative Director

Description: Manages both the creative direction of Huge's largest projects and the Creative Directors under them. Pitches original design concepts, global marketing campaigns and digital media production directly to some of the biggest brands in the world. Oversee multiple projects from ask through execution.

Minimum Education and Years of Experience: Robust, renowned and industry-known background with extensive experience in a client-facing, creative leadership role at a digital agency. Recognized expertise in advertising, and collateral, identity or interactive design. Strong ability to provide clear creative direction, career path guidance, and timely and helpful feedback to improve creative processes. Proven leadership skills. Confidence with everything from team building to mentoring to guiding large groups of creative talent. Excellent presentation and communication skills at all levels of both internal teams and client organizations. Strong ability to prioritize work and resources across both short- and long-term engagements.

Flash Developer

Description: Works on the design, layout and implementation of graphics for web-based products. Team and individual-based problem-solving are part of the daily routine, as well as implementation of technology-driven creative solutions. Produces simple Flash films and works on the development of content management systems. Daily tasks require preparing assets for upload into CMS for publication to the web.

Minimum Education and Years of Experience: 3-5 years' experience as a web designer and Flash developer. Expertise in designing with Adobe Flash with ActionScript. A strong foundation in web design and site-mapping. A high proficiency in Adobe CS5.5 for Mac: Photoshop, Fireworks, Illustrator, InDesign and Dreamweaver. Knowledge of HTML, XHTML and CSS.

Interaction Designer

Description: Develops information architecture for all web, product and online interactions. Determines a product's mandate, feature set and business requirements. Participates in user testing or fieldwork, develops user personas and interaction models, and creates wireframes and prototypes.

Minimum Education and Years of Experience: Bachelor's degree from a top-tier university and 2+ years' experience designing and documenting Windows applications or large-scale, web-based applications, involving detailed design schematics and business rules.

Motion Designer

Description: Reports to the Senior Motion Designers and works alongside Visual Designers and Interaction Designers. Responsible for brainstorming creative concepts with the project team, creating original motion graphics for agency reels and trailers, animating product demos and prototypes for sites/mobile/signage concepts, assisting in video shoots and compressing videos for proper client viewing.

Minimum Education and Years of Experience: Intimate knowledge of Photoshop, Illustrator, Final Cut Pro and video compression tools. 1-2 years' of motion graphics experience. An understanding of graphic design principles including layout, typography and color.

Planner

Description: Works with clients to help them understand how planning will benefit them and their business. Plans out the strategy development process in the most suitable way for each business. Conducts key elements of strategy development. Executes on Voice of Consumer and Voice of Business research. Performs competitive research. Carries out audits of current content, brand and engagement. Assists in analysis of current and target customer experience.

Minimum Education and Years of Experience: Bachelor's or equivalent experience. 4+ years of media planning experience and 2 years of experience in a technology or consulting company. Experience in both digital and traditional media preferred. Experience analyzing data or market research; 3-4 years preferred.

Planning Director

Description: Defines recommended approach and execution of strategy and strategic planning projects for clients. Contributes to collective strategy and planning practices of the cross-agency planning team as needed. Identifies marketing problems, performs research and analyzes trends/results to determine strategic implications. Collaborates on proposals, pitches and strategic-thought capital from Huge. Crafts ideas and connections that can be locally and globally implemented, showing an understanding of digital behaviors at a worldwide level.

Minimum Education and Years of Experience: Bachelor's degree required. 7+ years of digital interactive account planning experience.

Product Strategist

Description: Researches trends in interactive design, technology and industry areas relevant to client business. Prepares research reports for internal and client teams. Develops product strategy presentations and reports for clients. Participates in internal brainstorming sessions and design workshops, including documentation of design and strategy decisions for communication to the team. Participates in user research projects including focus groups, user interviews and usability testing, preparation of research materials, observation of interviews, and testing and developing of research findings reports and presentations.

Minimum Education and Years of Experience: Bachelor's degree. 5+ years' managing product lifecycles and/or go-to-market campaigns in a digital/interactive/mobile/web environment. Experience working with analytics platforms such as Omniture or DoubleClick.

Product Strategy Director

Description: Assesses and builds business models, understands their implications on the user experience, and suggests improvements, alternatives and additions to their revenue streams. Develops cohesive, compelling strategic visions for clients that guide the design process based on a synthesis of business needs, proprietary and third-party research, analytics, user research and competitive analyses. Communicates strategic visions to our clients, and helps them and their business development teams disperse the strategy to the greater organization.

Minimum Education and Years of Experience: Bachelor's degree. 7+ years' managing product lifecycles and/or go-to-market campaigns in a digital/interactive/mobile/web environment. 3+ years' leadership in a creative, consulting or technology company. Proficiency with analytics platforms such as Omniture or DoubleClick.

Product Strategy Lead

Description: Leads analysis, defines product requirements and implements go-to-market strategies to extend the reach of Huge's strategy offering for current and new audiences. Works directly with clients to assess and build business models, understands their implications on the user experience and suggests improvements, alternatives and additions to their revenue streams.

Minimum Education and Years of Experience: 5+ years' managing product lifecycles and/or go-to-market campaigns in a digital/interactive/mobile/web environment. 1+ years' leadership in a creative, consulting or technology company. Proficiency with analytics platforms such as Omniture or DoubleClick.

Production Designer

Description: Supports the Design team with website and mobile graphic production and template standardization. Develops style guidelines to help define all production requirements. Works on the production studio department's own projects.

Minimum Education and Years of Experience: 2-4+ years working in a design production capacity at a digital agency. Advanced knowledge of Adobe Creative Suite (Photoshop, Illustrator, and InDesign).

Program Director

Description: Overall project management and leadership of cross-functional teams to develop long-term programs and PMO-like structures. Develops overall delivery strategy, and works with discipline leads and project teams to execute plans. Involves people at optimal levels to maximize utilization targets. Creates workable processes for large client relationships that can involve integrated teams of 20 or more people. Works with clients to create operational structures within their organizations that will support ongoing digital development across multiple agencies and internal departments.

Minimum Education and Years of Experience: Bachelor's degree. 8-10 years' related experience in a digital or software development organization. 5+ years of interactive experience.

Project Manager

Description: Responsible for developing and managing project plans, and working with discipline leads and project teams to execute those plans. Monitors day-to-day activities of the project team and ensures work is progressing as planned. Manages schedules, budgets, assets and overall project organization to ensure requirements and project deliverable dates are clearly communicated, understood and executed. Plans and prioritizes all deliverables and resources working across project(s) based on scope of work and project goals. Monitors project risks and scope creep to foresee/identify potential problems, and proactively identifies solutions to address the potential problems in advance.

Minimum Education and Years of Experience: Bachelor's degree and at least 3-5+ years of experience in interactive project management.

Quality Assurance Analyst

Description: Documents test artifacts (plan, cases) and executes test cases from design documentation and functional specifications. Follows quality procedures and test standards, and executes manual and automated tests for multiple software builds within scheduled releases. Tests using client/server, white-box, black-box, positive/negative and relational database testing. Tests types include functional, integration, regression, UAT and performance/stress. Analyzes test results and documents defects/issues in the tracking system, including relevant, brief descriptions of the issues with detailed steps to replicate. Proactively troubleshoots with Business Analyst, Development and QA peers to replicate/identify and resolve issues.

Minimum Education and Years of Experience: Experience in testing websites or web applications in multiple browsers. Relevant B.A./B.S. or equivalent technical training and professional work experience. Minimum of 1 year's QA experience and/or combined information systems analysis, design, development or implementation experience. Familiarity with different phases of STLC, SDLC and testing methodologies.

Quality Assurance Lead

Description: Responsible for performing daily analysis and execution of test efforts of multiple product releases as defined by the Quality Assurance Lead. Assists in the documentation of test artifacts (plan, cases) and execution of test cases from design documentation and functional specifications. Follows quality procedures and test standards, and executes manual and automated tests for multiple software builds within scheduled releases. Proactively monitors health and visibility of the QA effort on each build in order to assist gap analysis and risk mitigation.

Minimum Education and Years of Experience: Relevant B.A./B.S. or equivalent technical training and professional work experience, plus a minimum of 3 years' QA experience and/or combined information systems analysis, design, development or implementation experience.

Research Analyst

Description: Utilizes data to drive media performance by informing media plans and optimization strategies. Assists in implementing a data-driven, media planning and optimization infrastructure. Performs ongoing analysis to ensure the timely adjustment/optimization of campaigns. Uses knowledge of advertising and digital media to deliver additional client-specific analyses including: campaign performance projections and analysis, customer segmentation and profiling, and competitive market research. Analyzes large data sets and find useful relationships within them (data mining) to create databases and dashboards.

Minimum Education and Years of Experience: B.A./B.S. from a top school. 1+ years' experience within analytics in marketing or a marketing-adjacent industry. 1+ years' experience in a technology or consulting company.

Research Director

Description: Leads, shapes and grows user research and customer insight capabilities across Huge globally. Oversees and ensures the quality of all research insights and deliverables. Collaborates with Designers and Strategists to set research goals and ensure quality research outputs.

Minimum Education and Years of Experience: Bachelor's degree in human computer interaction, cognitive or experimental psychology, or a related field. 7+ years' hands-on experience with user research and customer insights centered on digital; agency experience is a plus.

Research Lead

Description: Works across multiple projects collaborating with designers and strategists to develop test plans, conduct research, synthesize findings and create actionable outputs. Oversees a research team—mentoring usability analysts, delegating responsibilities and ensuring the quality of deliverables. Conducts, moderates and oversees user research across various projects. Collaborates with Designers and Strategists to set research goals and ensure quality research outputs and best-in-class designs.

Minimum Education and Years of Experience: Bachelor's degree in human computer interaction, cognitive or experimental psychology, or a related field. 5+ years' hands-on experience with user research; agency experience is a plus. Fluency with usability heuristics and relevant HCI literature.

Research Manager

Description: Works cross-functionally with Design, Product Management, Tech and UX teams to incorporate research and insights at all stages. Represents and evangelizes the team's charter, both internally and externally. Delivers actionable research insights to clients.

Minimum Education and Years of Experience: Bachelor's degree in human computer interaction, cognitive or experimental psychology, or a related field. 3+ years of conducting user experience research and/or market research, with proficiency in both qualitative and quantitative methods.

Search Manager

Description: Creates both SEO & SEM centers of excellence. Works with cross-functional teams to understand brand requirements and identify SEO growth opportunities. Defines, monitors and analyzes SEO key performance indicators (KPIs) to continually improve campaigns. Compiles industry research, competitive landscape information and trade intelligence for SEO strategy development and optimization. Serves as an SEO thought leader.

Minimum Education and Years of Experience: Bachelor's degree. 5+ years of SEO experience is a must. 2+ years of SEM experience for campaigns across major engines. Must be fluent in the search landscape, including search engine algorithms and ranking strategies.

Search Marketing Director

Description: Designs results-driven SEO and SEM practices, and paid-search campaign management, across the Huge portfolio. Has an in-depth understanding of SEO and SEM best practices and a proven record of exceptional traffic and visibility growth from SEO campaign management. Has both strategic and tactical-level ownership of SEO and SEM results for all clients.

Minimum Education and Years of Experience: Bachelor's degree. 5+ years of SEO experience. 2+ years of SEM experience for campaigns across major engines. Must be fluent in the search landscape, including search engine algorithms and ranking strategies.

Search Strategist

Description: Works with cross-functional teams to understand brand requirements and identify SEO growth opportunities. Compiles industry research, competitive landscape information and trade intelligence for SEO strategy development and optimization.

Minimum Education and Years of Experience: Bachelor's degree. 2+ years of search SEO experience a must.

Senior Business Analyst

Description: Works closely with the various Huge teams on web design and/or application projects from inception to completion. Understands, documents and tracks the business needs and requirements throughout the project lifecycle by facilitating and participating in internal work sessions and stakeholder interviews, analyzing requirements and creating functional specifications, user scenarios and process flow diagrams. Leads test planning and evaluates performance of business solutions. Identifies improvements and refines targets for future releases. Mentors and leads junior Business Analysts.

Minimum Education and Years of Experience: A master's degree in information management, electronics engineering or related field, plus 3 years of experience as a Business Analyst.

Senior Copywriter

Description: Partners with Huge designers and strategists to develop content strategies, and writes copy across a wide variety of media and project types. Collaborates on original online campaigns and adds voice to complex, large-scale websites.

Minimum Education and Years of Experience: Bachelor's degree or equivalent experience. 4+ years' experience at a traditional or digital agency working on integrated and/or strictly digital campaigns.

Senior Interaction Designer

Description: Leads research and strategy, information architecture and interaction design to define user experience. Plans and conducts requirements gathering and analysis, competitive research, conceptual modeling and usability testing, and then produces requirements specifications, personas, storyboards, scenarios, prototypes and design specifications. Is a key contributor to the definition scope and phasing of project timelines.

Minimum Education and Years of Experience: B.S./B.A. in design, HCI or a related degree preferred, plus at least 5+ years of user interface design experience.

Senior Motion Designer

Description: Works alongside Visual Designers and Interaction Designers. Is responsible for brainstorming creative concepts with the project team, creating original motion graphics for agency reels and trailers, animating product demos and prototypes for sites/mobile/signage concepts, assisting in video shoots and compressing videos for proper client viewing.

Minimum Education and Years of Experience: Intimate knowledge of Photoshop, Illustrator, Final Cut Pro and video compression tools. 3-4 years of motion graphics experience. An understanding of graphic design principles including layout, typography and color.

Senior Planner

Description: Works with clients to help them understand how planning will benefit them and their business. Plans out the strategy development process in the most suitable way for each business. Conducts key elements of strategy development. Executes on Voice of Customer and Voice of Business research. Performs competitive research. Carries out audits of current content, brand and engagement. Assists in analysis of current and target customer experience.

Minimum Education and Years of Experience: Bachelor's or equivalent experience. 6+ years of media planning experience. 3 years' experience in a technology or consulting company. Experience in both digital and traditional media preferred. Experience analyzing data or market research, 4-5 years preferred.

Senior Project Manager

Description: Responsible for developing and managing the project plan and working with discipline leads and project teams to execute on plans. Monitors day-to-day activities of the project team and ensures work is progressing as planned. Works with the project team and is actively involved in all aspects of the work. Manages schedules, budgets, assets and overall project organization to ensure requirements and project deliverables dates are clearly communicated, understood and executed upon. Plans and prioritizes all deliverables and resources working across project(s) based on scope of work and project goals. Monitors project risks and scope creep to foresee/identify potential problems, and proactively identify solutions to address potential problems in advance.

Minimum Education and Years of Experience: Bachelor's degree and at least 6-8 years of experience in interactive project management.

Senior Software Developer

Description: Works with the account team, interaction designers and graphic designers to design and build interactive solutions for clients. Works on the software design as well as building, testing, debugging and troubleshooting programs and scripts for various functions, and modifying existing code to

add new features. Designs, develops, maintains and optimizes secure and scalable multitier web applications that have high volumes of traffic and high availability.

Minimum Education and Years of Experience: A computer science degree preferred, plus 7+ years of experience with PHP 5, JavaScript, UNIX shell, SQL and XML.

Senior Solutions Architect

Description: Responsible for the overall execution and organization of the development effort on large-scale technology engagements. Will perform technical requirements gathering, use-case discovery and platform analysis, and generate convincing and substantiated technology and architecture recommendations. Responsible for defining and documenting all tools and technologies used to implement technology solutions.

Minimum Education and Years of Experience: Bachelor's degree plus 9+ years' experience developing and leading large-scale technology engagements, and at least 4+ years' experience doing so in an agency environment.

Senior Visual Designer

Description: Alongside interaction designers and programmers, builds large-scale projects involving high-content properties and design commerce sites. Brainstorms creative concepts with the project team, develops original design concepts, executes designs based on established style guides, participates in visual design presentations to clients and develops design specs for production.

Minimum Education and Years of Experience: Bachelor's degree plus 3-5 years of visual design experience.

Senior Web Developer

Description: Builds, tests, debugs and troubleshoots programs and scripts for various functions, and modifies existing code to add new features. Works with account teams, interaction designers and graphic designers to create interactive solutions for clients.

Minimum Education and Years of Experience: Bachelor's degree, plus 5+ years' development experience.

Social Media Lead

Description: Provides client engagement leadership, direction and relevant insights that will guide social media efforts and integrated marketing communications planning. Delivers compelling client-facing and internal analyses of competition, audience and industry trends to identify and address key social media challenges and solutions.

Minimum Education and Years of Experience: B.A./B.S. or equivalent experience required, plus 6+ years' experience within an agency setting (2+ years immersed in social/digital).

Social Media Strategist

Description: Plays a key role in helping drive client strategy and project implementation throughout new business pitches to both current and new clients, focused around word-of-mouth, social interactive and experiential platforms. Responsible for designing, developing and presenting comprehensive strategic online and social media plan initiatives. Delivers compelling client-facing and internal analyses of competition, audience and industry trends to identify and address key social media challenges and solutions.

Minimum Education and Years of Experience: Bachelor's degree plus at least 4-6 years' experience within an agency setting (2-3 years immersed in social/digital).

Software Developer

Description: Works with the account team, interaction designers and graphic designers to design and build interactive solutions for clients. Works on the software design, as well as building, testing, debugging and troubleshooting programs and scripts for various functions, and modifying existing code to add new features. Designs, develops, maintains and optimizes secure and scalable multitier web applications that have high volumes of traffic and high availability.

Minimum Education and Years of Experience: Computer science degree preferred, plus 5+ years of experience with PHP 5, JavaScript, UNIX shell, SQL and XML.

Solutions Architect

Description: Responsible for the overall execution and organization of the development effort on large-scale technology engagements. Performs technical requirements gathering, use-case discovery and platform analysis, and generates convincing and substantiated technology and architecture recommendations. Responsible for defining and documenting all tools and technologies used to implement technology solutions.

Minimum Education and Years of Experience: Bachelor's degree plus 7+ years' developing and leading large-scale technology engagements, and at least 4+ years of doing so in an agency environment.

Technology Director

Description: Responsible for translating business requirements into an approach that is executable and delivers on business goals. Collaborates closely with project leads, the client and any third-party vendors and partners. Responsible for representing technology through all phases of a project, from discovery to deployment. Ensures that correct technology processes are employed and followed accordingly.

Minimum Education and Years of Experience: Bachelor's degree plus 11+ years' developing and leading large-scale technology engagements, and at least 4+ years of doing so in an agency environment.

User Experience Director

Description: Oversees interdisciplinary teams through research, strategy development, concepting, product definition and design. In addition to project work, helps shape the User Experience team, manages and mentors other interaction designers, and plays a major role in business development. Oversees any kind of UX project deliverables (such as strategic vision briefs, concepts, wireframes, site maps, workflows, etc.).

Minimum Education and Years of Experience: Bachelor's degree required with a strong academic record from a top-tier school, plus 10+ years' experience creating interfaces, large-scale websites or applications.

User Experience Lead

Description: Oversees an interdisciplinary team through research, strategy development, concepting, product definition and design. Plans for, delegates, oversees and polishes all UX project deliverables (such as strategic vision briefs, concepts, wireframes, site maps, content inventories, etc.) and works closely with both the Research and Business Development teams to represent the User Experience team in client pitches.

Minimum Education and Years of Experience: Bachelor's degree required, with a strong academic record from a top-tier school; 5+ years' experience creating interfaces, large-scale digital experiences or applications.

Vice President, Technology Services

Description: Cultivates partnerships internally across departments, forges new business, fortifies existing client relationships and champions existing technology offerings. Is responsible for overall leadership of the Technology group, including Architecture, Development, Business Analysis and Quality Assurance. Accountable for overall department P&L and ensuring engagements are scoped, executed and delivered according to planned terms. Oversees scope development, resource allocation, schedule and cost estimation/planning for all technology projects.

Minimum Education and Years of Experience: Bachelor's degree plus 15-20+ years' producing and leading large-scale technology engagements involving custom development and complex integration using both open source and enterprise-level technologies. Minimum 7+ years' managing a team of technologists in an interactive agency environment.

Visual Designer

Description: Alongside interaction designers and programmers, builds large-scale projects involving high-content properties and designs commerce sites. Brainstorms creative concepts with the project team, develops original designs and executes them based on established style guides, participates in visual design presentations to clients and develops design specs for production.

Minimum Education and Years of Experience: Bachelor's degree and 2+ years of interactive experience (preferably in an agency).

VP, Client Services

Description: Senior partner and confidant for clients and internal cross-disciplinary teams to ensure the quality of the relationship and work product. Manages the Engagement team, which is responsible for day-to-day account operations and relationship management. Leads cross-functional teams to develop targets that meet the goals of clients. Develops and negotiates SOWs and ensures work is delivered on time.

Minimum Education and Years of Experience: Bachelor's degree required; MBA preferred. 10+ years' related experience in a client services organization, preferably on projects with top-tier consulting firms or interactive agencies, and 5+ years of interactive experience.

VP, Program Management

Description: Sets the strategic direction for the Program Management team, defining standards and processes in line with overall global processes, managing project management resources across a broad portfolio of accounts and implementing recovery for project crisis situations. Builds relationships with all parts of the business to define viable approaches/methodologies in line with relevant industry standards and best practices.

Minimum Education and Years of Experience: Bachelor's degree required, with a strong academic record from a top-tier school; 15+ years' leadership experience in an agency or software development organization; and 7+ years of interactive experience.

VP, User Experience

Description: Oversees UX project deliverables (such as strategic vision briefs, concepts, wireframes, site maps, workflows, etc.) across touchpoints including web, mobile, social, tablet and in-store. Partners with other disciplines. including digital strategy and interaction design in locations across the globe. Architects and oversees every aspect of the UX process, from upfront research and analysis, to developing a sound, strategic vision, to detailing design and QA.

Minimum Education and Years of Experience: Bachelor's degree required, with strong academic record from a top-tier school, and 10+ years' experience creating interfaces, large-scale websites or applications.

Web Developer

Description: Builds, tests, debugs and troubleshoots programs and scripts for various functions, and modifies existing code to add new features. Works with account teams, interaction designers and graphic designers to create interactive solutions for clients.

Minimum Education and Years of Experience: Bachelor's degree required, plus 3-5 years' development experience.

Other Direct Costs (ODCs)

ODC	Unit of Issue	Maximum Price
Sound		
Narration Recording	Hourly	$453.40
Transfers + Stock	Task	$125.94
Scratch Mix/VO	Task	$128.96
Final Mix Stereo PSA Rate	Hourly	$453.40
Final Mix 5.1 PSA Rate	Hourly	$453.40
Video Sound Transfers	Task	$277.08
Video Sound Stock	CD	$50.38
Audio Relay	Task	$705.29
Archiving	Task	$50.38
Video Tape		
Stock for Telecine	Task	$503.78
FLAME Color Correct	Hourly	$604.53
Additional Machines	Machine	$151.13
File Ingest	Task	$554.16
Media Storage	Task	$201.51
Off-line Storage Special Flat Rate	Task	$6,045.34
Video Layout / EDL Management Wavied	Task	$151.13
Flame Cleanup - PSA Rate	Task	$554.16
Flame Ingest - PSA Rate	Task	$554.16
Flame Conform - PSA Rate	Task	$554.16
Flame Downconvert - PSA Rate	Task	$554.16
Flame Archive	Task	$503.78
After Effect / MAC Time	Hourly	$201.51
ProRes	Task	$151.13
Generic Master	Master	$251.89
Edited Master	Master	$251.89
Protection Master	Master	$251.89

ODC	Unit of Issue	Maximum Price
Dubs	Task	$151.13
Website Posting (out of house)	Task	$55.42
Miscellaneous		
Deliveries / Messengers	Piece	$151.13
Shipping	Piece	$151.13
Inventory Storage / Packing	Piece	$151.13
Working Meals - Flat	Day	$503.78
Spot Website Posting ** Special Flat Fee	Task	$503.78
Labor		
Editor :30 - Special Reduced Rate	Spot	$4,030.23
Assistant Editor - Special Reduced Rate	Spot	$1,511.34
Assistant Editor OT	Spot	$75.57